

Rep Order# 8876870 Ver# 9 Status Revised  
EC'd Yes

Traffic Order# 37481

Printed: 10/16/2012 9:55 AM  
Last Received: 10/16/2012 7:43 AM  
Showing Buylines: All Lines

1 of 5

Station KLAS-TV LAS VEGAS  
Advertiser ( ) ROMNEY, MITT  
Product ROMNEY/P/R  
Estimate# 444  
Buyer STEPHANIE KINCAID  
Phone#  
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTION  
138 CONANT ST  
BEVERLY, MA 01915  
Agency C/P1/P2/E //444  
Flight Dates 10/03/2012 - 10/09/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK  
TOTAL - \$98,645

| LT  | Ln  | Day   | Time        | Program        | Len  | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|-------------|----------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | -----       | -----          | ---- | -----      | -----       | -----      | ----       | -----       | -----      | -----   |
|     | 1   | W-F   | 600A-700A   | 8 NOW 6AM      | :30  | \$275.00   | 10/03-10/05 | 2          | 1          | 2           | \$550.00   |         |
|     | 2   | M-TU  | 600A-700A   | 8 NOW 6AM      | :30  | \$965.00   | 10/08-10/09 | 1          | 1          | 1           | \$965.00   |         |
|     | 3   | W-F   | 700A-900A   | EARLY SHOW CBS | :30  | \$200.00   | 10/03-10/05 | 3          | 1          | 3           | \$600.00   |         |
|     | 4   | M-TU  | 700A-900A   | EARLY SHOW CBS | :30  | \$700.00   | 10/08-10/09 | 2          | 1          | 2           | \$1,400.00 |         |
|     | 5   | M-TU  | 900A-1000A  | LIVE           | :30  | \$300.00   | 10/08-10/09 | 2          | 1          | 2           | \$600.00   |         |
|     | 6   | W-F   | 900A-1000A  | LIVE           | :30  | \$1,050.00 | 10/03-10/05 | 2          | 1          | 2           | \$2,100.00 |         |
|     | 7   | W-F   | 1000A-1100A | PRICE IS RIGHT | :30  | \$1,575.00 | 10/03-10/05 | 2          | 1          | 2           | \$3,150.00 |         |
|     | 8   | M-TU  | 1000A-1100A | PRICE IS RIGHT | :30  | \$1,575.00 | 10/08-10/09 | 2          | 1          | 2           | \$3,150.00 |         |
|     | 9   | M-TU  | 1200P-1230P | 8 NOW NOON     | :30  | \$325.00   | 10/08-10/09 | 2          | 1          | 2           | \$650.00   |         |

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|-----|-----|-------|-------------|----------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | -----       | -----          | ---- | -----      | -----       | -----      | -----      | -----       | -----      | -----   |
|     | 10  | W-F   | 1200P-1230P | 8 NOW NOON     | :30  | \$1,140.00 | 10/03-10/05 | 1          | 1          | 1           | \$1,140.00 |         |
|     | 11  | W-F   | 300P-400P   | ELLEN          | :30  | \$1,490.00 | 10/03-10/05 | 2          | 1          | 2           | \$2,980.00 |         |
|     | 12  | M-TU  | 300P-400P   | ELLEN          | :30  | \$1,490.00 | 10/08-10/09 | 2          | 1          | 2           | \$2,980.00 |         |
|     | 13  | M-TU  | 430P-500P   | 8 NOW 4PM      | :30  | \$350.00   | 10/08-10/09 | 2          | 1          | 2           | \$700.00   |         |
|     | 14  | W-F   | 430P-500P   | 8 NOW 4PM      | :30  | \$1,575.00 | 10/03-10/05 | 2          | 1          | 2           | \$3,150.00 |         |
|     | 15  | W-F   | 500P-630P   | 8 NOW 5PM      | :30  | \$1,750.00 | 10/03-10/05 | 2          | 1          | 2           | \$3,500.00 |         |
|     | 16  | M-TU  | 500P-630P   | 8 NOW 5PM      | :30  | \$400.00   | 10/08-10/09 | 2          | 1          | 2           | \$800.00   |         |
|     | 17  | M-TU  | 630P-700P   | INSIDE EDITION | :30  | \$1,400.00 | 10/08-10/09 | 1          | 1          | 1           | \$1,400.00 |         |
|     | 18  | W-F   | 700P-800P   | ENT TONIGHT 30 | :30  | \$1,225.00 | 10/03-10/05 | 2          | 1          | 2           | \$2,450.00 |         |
|     | 19  | M-TU  | 700P-800P   | ENT TONIGHT 30 | :30  | \$1,225.00 | 10/08-10/09 | 2          | 1          | 2           | \$2,450.00 |         |
|     | 20  | W-F   | 1100P-1135P | 8 NOW 11PM     | :30  | \$2,100.00 | 10/03-10/05 | 3          | 1          | 3           | \$6,300.00 |         |
|     | 21  | M-TU  | 1100P-1135P | 8 NOW 11PM     | :30  | \$500.00   | 10/08-10/09 | 2          | 1          | 2           | \$1,000.00 |         |
|     | 22  | W-F   | 1135P-1235A | LETTERMAN      | :30  | \$965.00   | 10/03-10/05 | 2          | 1          | 2           | \$1,930.00 |         |
|     | 23  | M-TU  | 1135P-1235A | LETTERMAN      | :30  | \$965.00   | 10/08-10/09 | 2          | 1          | 2           | \$1,930.00 |         |

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| --- | --- | --- | ---                                    | -----            | --- | ---        | ---         | ---        | ---        | ---         | ---        | ---     |
|     | *24 | TH  | 800P-900P                              | BIG BANG/2.5 MEN | :30 | \$2,100.00 | 10/04-10/04 | 0          | 0          | 0           | \$0.00     |         |
|     |     |     | Sales Remark: V9 .                     |                  |     |            |             |            |            |             |            |         |
|     |     |     | V9 Comment Changed, Spots/week Changed |                  |     |            |             |            |            |             |            |         |
|     | 25  | F   | 800P-900P                              | CSI NY           | :30 | \$1,200.00 | 10/05-10/05 | 1          | 1          | 1           | \$1,200.00 |         |
|     | 26  | F   | 900P-1000P                             | CSI NY           | :30 | \$5,500.00 | 10/05-10/05 | 1          | 1          | 1           | \$5,500.00 |         |
|     | 27  | F   | 1000P-1100P                            | BLUE BLOODS      | :30 | \$5,600.00 | 10/05-10/05 | 1          | 1          | 1           | \$5,600.00 |         |
|     | 28  | SA  | 500P-70CP                              | NEWS ROTATION    | :30 | \$225.00   | 10/06-10/06 | 1          | 1          | 1           | \$225.00   |         |
|     | 29  | SA  | 530P-60CP                              | POLITICS NOW     | :30 | \$250.00   | 10/06-10/06 | 1          | 1          | 1           | \$250.00   |         |
|     | 30  | SA  | 1000P-1100P                            | 48 HR MYSTERY    | :30 | \$900.00   | 10/06-10/06 | 1          | 1          | 1           | \$900.00   |         |
|     | 31  | SA  | 500A-70CA                              | EARLY SHOW       | :30 | \$335.00   | 10/06-10/06 | 1          | 1          | 1           | \$335.00   |         |
|     | 32  | SU  | 600A-63CA                              | 8 NOW SU MR1     | :30 | \$135.00   | 10/07-10/07 | 1          | 1          | 1           | \$135.00   |         |
|     | 33  | SU  | 630A-80CA                              | SUNDAY MRN CBS   | :30 | \$1,225.00 | 10/07-10/07 | 1          | 1          | 1           | \$1,225.00 |         |
|     | 34  | SU  | 800A-83CA                              | 8 NOW SU MR2     | :30 | \$350.00   | 10/07-10/07 | 1          | 1          | 1           | \$350.00   |         |
|     | 35  | SU  | 830A-90CA                              | FACE NATION      | :30 | \$400.00   | 10/07-10/07 | 1          | 1          | 1           | \$400.00   |         |
|     | 36  | SU  | 1000A-430P                             | NFL FOOTBALL     | :30 | \$1,800.00 | 10/07-10/07 | 4          | 1          | 4           | \$7,200.00 |         |
|     | 37  | SU  | 700P-80CP                              | 60 MINUTES       | :30 | \$6,000.00 | 10/07-10/07 | 1          | 1          | 1           | \$6,000.00 |         |
|     | 38  | SU  | 800P-90CP                              | AMAZING RACE     | :30 | \$7,350.00 | 10/07-10/07 | 1          | 1          | 1           | \$7,350.00 |         |

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| --- | --- | --- | ---         | -----          | --- | ---        | ---         | ---        | ---        | ---         | ---        | ---     |
|     | 39  | SU  | 900P-1000P  | THE GOOD WIFE  | :30 | \$5,600.00 | 10/07-10/07 | 1          | 1          | 1           | \$5,600.00 |         |
|     | 40  | SU  | 1000P-1100P | THE MENTALIST  | :30 | \$7,700.00 | 10/07-10/07 | 1          | 1          | 1           | \$7,700.00 |         |
|     | 41  | SU  | 1100P-1135P | 8 NOW SU 11PM  | :30 | \$1,225.00 | 10/07-10/07 | 2          | 1          | 2           | \$2,450.00 |         |
|     | 42  | SU  | 500A-600A   | NEWS           | :30 | \$85.00    | 10/07-10/07 | 2          | 1          | 2           | \$170.00   |         |
|     | 43  | W-F | 1237A-137A  | LATE LATE SHOW | :30 | \$90.00    | 10/03-10/05 | 2          | 1          | 2           | \$180.00   |         |
|     | 44  | W-F | 1237A-137A  | LATE LATE SHOW | :30 | \$90.00    | 10/03-10/05 | 0          | 0          | 0           | \$0.00     |         |

---REPORT TOTALS---

Report Totals: 70 / \$98,645.00

---SALES MONTHLY TOTALS---

Oct 12: 70 / \$98,645.00

Sales Totals: 70 / \$98,645.00

Station Totals: 70 / \$98,645.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |           |      |    |      |     |      |     |      |     |      |    |
|---------------|-----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$328,817 | CABL | 0% | KLAS | 30% | KSNV | 40% | KTNV | 25% | KTUD | 0% |
|               |           | KVCW | 0% | KVMY | 0%  | KVVU | 5%  | UNKN | 0%  |      |    |

Books FEB11  
Demos RA35+